

6.5.1

Internal Quality Assurance Cell (IQAC) has contributed significantly for institutionalizing the quality assurance strategies and processes

Prakalpa -Recognizing Research Talent:

One of the most integral parts of management education is the Summer Internship Project (SIP) that provides a focused research opportunity as well as practical exposure to the students in their specific fields. Prakalpa is an endeavor to acknowledge the best of these researches undertaken by the students. The young talents are stringently assessed through a three tier system comprising of screening of reports, Individual Presentation and Q&A session. Prakalpa 2022 was held on 21st December, 2022 where students from various B-Schools participated and winners received cash prize along with certificates.



Tharunika
Principal
Asth School Of Management

A glimpse into the grand success of PRAKALPA-2022 is addressed by our honourable Expert guests

1. Prof. (Dr.) RKS Mangesh Dash, NLP Master Trainer
2. Mr Sanjay Adlakha, CFA

The event brought together exceptional talent from across the Nation, showcasing outstanding research and innovation. Winners walked away with well-deserved cash rewards, while all participants were honoured with gifts and recognition certificates for their incredible efforts.

They evaluated and recognized the research talents in the contest organized annually by ASTHA School of Management for identifying the Best SIP (Summer Internship Program) projects done by management students of different B-Schools & universities of the state on 21st Dec 2022.

- **Prof. (Dr.) RKS Mangesh Dash, a distinguished NLP Master Trainer** has opinioned about research improvement in SIP. He suggested adding research tools, software and designing in SIP project preparation.
- **Mr Sanjay Adhika** has given his judgement as per the industry standard and suggested all the participants to adhere contribution to industry through SIP.


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**ASTHA School of Management
Bhubaneswar
Report**

PRAKALPA -2022

Recognizing Research Talent

21st December 2022

The halls of ASTHA reverberated with innovation and intellect as the National Research Contest, PRAKALPA -2023, unfolded on **21st December 2022**. This event served as a platform for students from **22 prestigious B-Schools and Universities across India** to showcase their Summer Internship project reports, exhibiting their extensive research and presentation skills.

The day commenced with an air of anticipation as **51 nominations** poured in from diverse educational institutions. The rigorous selection process began at 9:30 am, orchestrated by two internal jury panels - **Panel 1** comprising Prof. Jinashis Mohanty, Prof. Jyoti Ranjan Mohanty and Prof. Subhamitra Nayak, while Panel 2 was chaired by Prof. Bishnu Prasad Kar, Prof. Abhipsha Mishra, and Prof. Satyanath Mohapatra. After meticulous scrutiny, **14 finalists** emerged from this challenging round, earning the coveted opportunity to present their projects in front of a panel of esteemed experts.

Simultaneously, **11 participants** engaged with the Expert jury **through an online mode**, adding a dynamic dimension to the event. The selected finalists, rigorously vetted by the internal panels, faced the pinnacle of their challenge - presenting their Summer Internship projects to the **Expert Jury Panel**. This distinguished panel boasted the presence of **Capt. K.S.V Subramanian, Prof. Sanjay Adlakha, and Prof. (Dr.) Sharmila Subramanian - luminaries in their respective fields**.

At noon, the second round, marked by a modest inaugural ceremony graced by the Hon'ble Executive Director cum Secretary, Dr. Bankim Mohanty, commenced. The **14 finalists** took center stage; each **allotted 13 minutes** for their presentations followed by a brief window for queries, discussions, and suggestions from the jury members, culminating in a day-long showcase of scholarly acumen.

The Valediction and Award Ceremony of PRAKALPA -2022 held immense significance, serving as the culminating event that celebrated academic excellence and honored the exemplary contributions of the participants.

The ceremony commenced at 7:00 pm in the august presence of **Prof. (Dr.) RKS Mangesh Dash, a distinguished NLP Master Trainer**, who graced the occasion as the esteemed chief guest. This grand finale gathered all dignitaries, faculty members, students of ASTHA School of Management, and the illustrious Expert Jury Panelists.

The ceremony commenced with a reflective session, where each dignitary shared invaluable insights, weaving together a tapestry of knowledge and inspiration. Their words resonated with the audience, leaving an indelible mark on the academic fraternity.

The highlight of the evening was the announcement of the winners, recognizing their outstanding achievements in the fiercely contested competition. The winners were:

- **Mr. Uditansu Parida of AMITY Business School, Bhubaneswar - Winner**
- **Miss. Sai Priti Das of BIITM, Bhubaneswar - Runner-up**
- **Miss Mrudhula. E of IGNTU, Madhya Pradesh - Consolation Prize**

The winners' list was carefully compiled and announced in a sequential manner, with each recipient receiving accolades for their exemplary performance. These deserving individuals stood out amidst intense competition, showcasing exemplary research, presentation skills, and academic prowess.

Each awardee was presented not just with trophies but also with cash rewards and gift vouchers, adding a tangible acknowledgment to their remarkable achievements. Their dedication and hard work were truly commendable, setting a high benchmark for future participants.

Additionally, all finalists received Certificates of Excellence along with trophies and thoughtful gifts, recognizing their commendable efforts and significant contributions to the event's success. Furthermore, all participants were honored with Certificates of Participation and tokens of appreciation from ASTHA School of Management, fostering a spirit of inclusivity and encouragement.

Under the expansive umbrella of **PRAKALPA-2023**, a parallel program was conducted to showcase the research prowess of **ASTHA's MBA 3rd Semester students**. This initiative provided a platform for these budding talents to present their Summer Internship Projects, channeling their academic acumen into impactful presentations.

The program for the MBA 3rd Semester students unfolded through two rounds of presentations. The first round, termed the **Preliminary Presentation, took place on the 23rd and 24th of November 2023**. During this phase, all students of the 3rd semester showcased their projects before different specialized jury panels, each aligning with their respective areas of specialization - Marketing, Finance, and HR.

Following this, **on the 29th of November 2023**, the cream of the batch, **16 selected students (6 from Marketing, 6 from Finance, and 4 from HR specialization)**, proceeded to the next level. This elite group presented their refined and polished projects before a distinguished panel of experts comprising **Prof. Sanjay Adlakha and Prof. (Dr.) Itishree Nayak**. These

experts meticulously evaluated the presentations, assessing various parameters such as presentation skills, depth of research, innovative approaches, and overall excellence.

After a thorough assessment, the jury arrived at their verdict, selecting three outstanding presenters who demonstrated exceptional talent and expertise in their respective domains:

- **Mr. Biswa Ranjan Sahoo** in Marketing Domain
- **Mr. Rabinarayan Polai** in Finance Domain
- **Mr. Bashistha Kumar Rout** in HR Domain

These exceptional individuals were recognized and rewarded for their exemplary performances. Each winner received not only a monetary reward but also a prestigious winning trophy and a certificate, acknowledging their remarkable achievements in their specialized domains.

Furthermore, during the grand Valediction and Prize Distribution Ceremony of Prakalpa-2023 on 7th December 2023, **all 16 finalists from the MBA 3rd Semester program were honored**. They received Certificates of Excellence and thoughtful gifts, underscoring their dedication and significant contributions to the program.

This internal program not only served as a testament to the academic caliber of ASTHA's MBA students but also provided a valuable opportunity for them to showcase their talents and receive well-deserved recognition within the broader canvas of Prakalpa-2023.

The Valediction and Award Ceremony epitomized the spirit of academic excellence, celebrating the winners' accomplishments and acknowledging the collective efforts of all participants. It was a momentous occasion, reinforcing the importance of recognition and encouragement in nurturing the future leaders of academia.

The triumph of PRAKALPA -2023 wouldn't have been possible without the generous co-sponsorship of the **LIONS Club, Bhubaneswar, and the Centre for Human Development and Neuro Linguistic Research, Mumbai**, their support fostering an environment for intellectual growth and innovation.

In conclusion, PRAKALPA -2023 stood as a testament to the brilliance and dedication of the budding researchers, setting a high benchmark for future editions and serving as a beacon of inspiration for the academic community.


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